



## ARTS COMMISSION

# Agenda

ARTS COMMISSION  
Thursday, December 5, 2019  
9:00 a.m. to 11:00 a.m.

City Council Chambers  
1200 Carlsbad Village Dr.  
Carlsbad CA 92008

1. Call to order
2. Roll call
3. Approval of the minutes of the Nov. 7, 2019 Arts Commission regular meeting
4. Public comments
5. Arts Commission Workplan 2020 and Ordinance
6. Mobile Outreach Strategy Update
7. 2020 Community Arts Grants Funding Plan
8. Chair report
9. Cultural Arts Office report
10. Commission comments
11. Adjournment

NOTICE TO THE PUBLIC 1. The Arts Commission will adjourn its meeting no later than 12:15 pm. 2. When you are called to speak, please state your name and address. PUBLIC COMMENT: If you desire to speak about an item not listed on the agenda, a "Time Reservation Request" form should be filed with the Secretary. A total of 15 minutes is provided for the Public Comment portion of the Agenda. Speakers are limited to three (3) minutes each. In conformance with the Brown Act, no action can occur on items presented during Public Comment. ALL OTHER CATEGORIES: For all other agenda items, a "Request to Speak" form must be filed with the Secretary before the item is announced. There is a five (5) minute time limit for individual speakers.



## ARTS COMMISSION

# Staff Report

<b>Meeting Date:</b>	December 5, 2019
<b>To:</b>	Carlsbad Arts Commission
<b>From:</b>	Richard Schultz, Cultural Arts Manager <a href="mailto:richard.schultz@carlsbadca.gov">richard.schultz@carlsbadca.gov</a> or 760-602-2086
<b>Subject:</b>	Review of Arts Commission Workplan 2020 and Ordinance

### **Recommended Action**

The Arts Commission is asked to confirm their 2020 workplan and ordinance.

### **Executive Summary**

This report provides an overview of the arts commission workplan which will be presented to the City Council on Tuesday, January 14, 2020.

### **Discussion**

Cultural Arts Manager will present the Arts Commission workplan for confirmation of its content; the workplan was approved at the March 7, 2019 meeting. The workplan focuses on committee participation, enacting initiatives in the Arts & Culture Master Plan and acknowledging the Arts Commission role in the Community Arts Grants process. The Arts Commission may also review their ordinance for any updates or changes.

### **Fiscal Analysis**

No additional city funding is being requested at this time.

### **Next Steps**

The Arts Commission workplan will be presented to the City Council on Tuesday, January 20, 2020.

### **Public Notification**

This document was noticed in accordance with the Ralph M. Brown Act (California Government Code Section 54950 et. Seq.), published and distributed at least 72 hours prior to the meeting date and time.

### **Exhibits**

1. City of Carlsbad Arts Commission Workplan
2. Municipal Code Chapter 2.18 Carlsbad Arts Commission

# City of Carlsbad

## Arts Commission Work Plan

### Fiscal Year 2019-2020

#### I. Mission Statement

The Carlsbad Arts Commission (CAC) is to advise the city council on arts and culture related matters and serve as a resource to the Cultural Arts Office providing insight and feedback representing the community perspective. This mission is accomplished through the CAC's focus on the presentation of a diverse range of arts and cultural experiences which showcase the full spectrum of artistic styles and traditions and appeal to and represent the interests of the greater community.

#### II. Composition

The Arts Commission shall consist of seven members, appointed by the mayor with the approval of the city council.

#### III. FY 2019-2020 Goals & Tasks

The City of Carlsbad Arts Commission has selected to focus on the following goals and tasks:

- Provide to the city council for its approval an annual work plan of activities to be undertaken and a subsequent report of its accomplishments.
- Monitor and report to the city council on the progress of the initiatives detailed in the Arts & Culture Master Plan.
- Provide community perspective on issues and interests related to arts and culture in Carlsbad, as well as the delivery of programming by the Cultural Arts Office.
- Serve on relevant committees, such as Arts Education, Gallery and Public Art, as a representative of the Arts Commission.
- Establish the Business Outreach Committee to better acquaint the local business community with cultural arts programs and invite dialogue.
- Participate in the Community Arts Grants process including review of guidelines and scoring rubrics, as well as auditing the work of the grants panels and approving the final funding plan.

## Chapter 2.18

### CARLSBAD ARTS COMMISSION

#### Sections:

2.18.010	Created.
2.18.020	Purpose.
2.18.030	Membership—Terms—Vacancies.
2.18.040	Compensation.
2.18.050	Chair.
2.18.060	Meetings.
2.18.070	Staff liaison.
2.18.080	Duties.
2.18.090	Rules.
2.18.100	Powers generally.
2.18.110	Appropriations for arts.
2.18.120	Selection and placement of works of art.
2.18.130	Powers delegated to commission to be advisory.

#### **2.18.010 Created.**

A Carlsbad Arts Commission for the city is created. (Ord. CS-124 § 2, 2011)

#### **2.18.020 Purpose.**

The purpose of the Carlsbad Arts Commission is to advise the city council on arts and culture related matters and implementation of the arts element of the Carlsbad General Plan. (Ord. CS-268 § 1, 2015; Ord. CS-124 § 3, 2011)

#### **2.18.030 Membership—Terms—Vacancies.**

The Carlsbad Arts Commission shall consist of seven members appointed by the mayor with the approval of the city council. Of the members so appointed, three shall be for a term of three years, two shall be for a term of two years and two shall be for a term of one year. Their successors shall be appointed for a term of four years and be eligible for a second successive term. Members appointed to an unexpired term are eligible for two successive terms in addition to the unexpired term. Members shall be residents of the City of Carlsbad. (Ord. CS-124 § 4, 2011)

#### **2.18.040 Compensation.**

The Carlsbad Arts Commission shall act without compensation. (Ord. CS-124 § 5, 2011)

#### **2.18.050 Chair.**

The members of the Carlsbad Arts Commission shall elect their own chair who shall preside at all meetings. The chair shall hold office for a term of one year. Thereafter a new chair shall be elected at each succeeding year. One chair may serve for more than one successive term. (Ord. CS-124 § 6, 2011)

#### **2.18.060 Meetings.**

The Carlsbad Arts Commission shall establish a regular time and place of meetings and shall hold not less than one meeting per quarter. The majority of the appointed members shall constitute a quorum for the purpose of transacting the business of the commission. (Ord. CS-124 § 7, 2011)



2.18.070

**2.18.070 Staff liaison.**

The city manager shall appoint an employee of the city to act as staff liaison to the commission. (Ord. CS-124 § 8, 2011)

**2.18.080 Duties.**

The Carlsbad Arts Commission shall have the power, and it shall be the duty of the commission, to make recommendations to the city council on arts and culture related matters and advise it on the implementation of the arts element of the general plan. (Ord. CS-268 § 2, 2015; Ord. CS-124 § 9, 2011)

**2.18.090 Rules.**

The commission may adopt its own rules and regulations. (Ord. CS-124 § 10, 2011)

**2.18.100 Powers generally.**

The Carlsbad Arts Commission shall have the power to:

- A. Encourage and advocate for the arts.
- B. Provide assistance and guidance to the cultural arts office regarding arts programming, public art and arts-related educational programming.
- C. Recommend to city council policies related to arts programming, public art and arts-related educational programming.
- D. Provide a forum for citizen concerns regarding art issues.
- E. Assign members to serve on advisory committees related to arts programming, public art, arts-related educational programming and arts-related ad hoc committees that may be established from time to time. No more than three commissioners may serve on the same advisory or ad hoc committee at one time. All ad hoc committees of the arts commission shall be open to the public and subject to "The Brown Act," pursuant to Section 2.08.110 of this code.
- F. Provide financial assistance whenever feasible to groups or individuals who provide public arts programming to the citizens.
- G. Recommend to city council the planning and development of new or augmented arts facilities as may be needed.
- H. Recommend to city council all works of art to be acquired by the city, either by purchase, gift or otherwise, and their proposed locations.
- I. Recommend to city council regarding the conservation, restoration, relocation or disposition of works of art in the city's possession.
- J. Determine a method or methods of recommending the selection and commissioning of artists with respect to the design, execution and placement of works of art for which appropriations have been made, and pursuant to such method or methods, recommend to the city council selection of artists by contract for such purposes. (Ord. CS-124 § 11, 2011)

**2.18.110 Appropriations for arts.**

- A. All city departments shall include in all estimates of necessary expenditures and all requests for authorizations or appropriations for construction projects, an amount for works of art equal to at least one percent of the total cost of any such construction project as estimated in the city's capital improvement program for the year in which such estimate or request is made. If there are legal restrictions on the source of funding with respect to any particular project which precludes art as an object of expenditure of funds, the amount of funds so restricted shall be excluded from the total project cost in making the required estimate.

- B. The city council may make appropriations for works of art in connection with construction projects as provided in this chapter.
- C. Construction project means any of the following:
  - 1. Construction, reconstruction, or renovation in excess of \$500,000.00, involving any publicly owned, leased, or operated facility including any plant, building, structure, utility system, real property, streets and highways, or other public work improvement.
  - 2. Street or streetscape improvement projects other than street repair or reconstruction. In the case of streetscape and right-of-way enhancement projects, streetscape means an improvement to a public right-of-way, including a sidewalk, tree, light fixture, sign, and furniture. Some funding sources (e.g., sources restricted to "transportation purposes" or "direct construction costs") may prohibit formula-based expenditures for art. Thus, percent for art will not be collected from those sources. However, city council may provide funding for public art for street or streetscape improvements from general fund revenues on a case by case basis.
  - 3. In the case of a publicly owned utility system, capital improvement project shall include only the construction, erection, improvement, of dams, reservoirs and power plants.
- D. For the purposes of the art in public places program, capital improvement project does not mean any of the following maintenance work:
  - 1. Routine, recurring, and usual work for the preservation or protection of any publicly owned or publicly operated facility (see Section 2.18.110(C)(1)) for its intended purposes.
  - 2. Resurfacing of streets and highways.
  - 3. Landscape maintenance, including mowing, watering, trimming, pruning, planting, replacement of plants, and servicing of irrigation and sprinkler systems.
  - 4. Work performed to keep, operate, and maintain publicly owned water, power, or waste disposal systems, including, but not limited to, dams, reservoirs, and power plants.
- E. Annually, the administrative services department of the City of Carlsbad will verify the one percent for public art allocation for all eligible CIP projects has been included in the budgeted amounts for city council approval. As an alternative, where funding for eligible projects is restricted and cannot be used for public art, the council may appropriate percent for art funding from the general capital construction fund or the general fund. The funds for art allocations may be used for projects located at the direct site of the CIP project, or pooled for other future public art projects identified by the cultural arts manager and Carlsbad Arts Commission. The park in lieu fee funded percent for art allocations must be used for artwork at a park within the same quadrant where the fee was paid.
- F. Any funds realized from the disposition of objects in the city's art in public places collection shall be used for the benefit of the city's art in public places collection; specifically, for the purposes of acquiring, restoring and refurbishing public art. Notwithstanding the foregoing sentence, the city council shall have the discretion to appropriate any funds realized from the disposition of objects in the city's art in public places collection for other purposes. (Ord. CS-268 § 3, 2015; Ord. CS-124 § 12, 2011)

#### **2.18.120 Selection and placement of works of art.**

- A. The selection of artists, commissioning of artworks, acceptance of donated artworks, and placement of works of art shall be governed by the art in public places program as developed and adopted by the Carlsbad Arts Commission and city council.
- B. The arts commission shall further have the power to promulgate and adopt rules and regulations pertaining to the art in public places program. (Ord. CS-268 § 4, 2015; Ord. CS-124 § 13, 2011)



2.18.130

**2.18.130 Powers delegated to commission to be advisory.**

Nothing in this chapter shall be construed as restricting any of the powers of the city council, or as a delegation of the Carlsbad Arts Commission of any of the authority or discretionary powers vested and imposed by law in the city council. The city council declares that the public interest requires the appointment of a Carlsbad Arts Commission to act in a purely advisory capacity to the city council for the purposes enumerated. Any power herein delegated to the commission to adopt rules and regulations shall not be construed as a delegation of legislative authority but purely a delegation of administrative authority. (Ord. CS-124 § 14, 2011)



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# Staff Report

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<b>To:</b>	Carlsbad Arts Commission
<b>From:</b>	Richard Schultz, Cultural Arts Manager <a href="mailto:richard.schultz@carlsbadca.gov">richard.schultz@carlsbadca.gov</a> or 760-602-2086
<b>Subject:</b>	Mobile Outreach Strategy Update

### **Recommended Action**

No action needed.

### **Executive Summary**

This report summarizes the ongoing work of the Cultural Arts staff to develop a mobile outreach strategy.

### **Discussion**

Approved by the City Council in June 2018, the Arts & Culture Master Plan cites a top ten initiative to develop a new mobile outreach strategy. Listed as the number two initiative in the Plan, the description states, "Implement Mobile Outreach Strategy utilizing a new programmed Arts Vehicle and Mobile Stage, i.e., Business Park After Dark." Staff has researched numerous combinations of vehicles and equipment to clarify the options available to create a mobile approach for arts programming throughout the city. Cultural Arts Manager Schultz has presented this research to the Carlsbad Library & Arts Foundation and the Carlsbad Friends of the Arts as each considers future financial support. The presentation includes types of equipment, costs and timeline considerations.

### **Fiscal Analysis**

No additional city funding is being requested at this time.

### **Next Steps**

This information will be utilized to continue discussion with potential supporters, as well as formulating budget considerations for FY2020-21.

### **Public Notification**

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### **Exhibits**

None





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<b>Subject:</b>	2020 Community Arts Grants Funding Plan

### **Recommended Action**

The Arts Commission is asked to approve the 2020 Community Arts Grants Funding Plan.

### **Executive Summary**

This report summarizes the 2020 Community Arts Grant panel process resulting in the proposed funding plan.

### **Discussion**

For the 2020 Community Arts Grants application review process, the Cultural Arts Office invited five panelists to review and score applications in three categories. The panelists included representatives from various arts organizations and community members who met on Wednesday, November 13 (arts education with two panelists) and Friday, Nov. 15 (arts organizations and projects with three panelists). The sessions were facilitated by Cultural Arts office staff who provided resource and assistance as needed. The grant applications were comprised of three categories: Educational Institutions, Arts Projects, and Capacity Building. Each category on the rubric had a maximum point value of 10, with a total maximum of 30 points per application. The rubric included the criteria of quality of programs, community impact and management capability. The Arts Commission's Grant Subcommittee served as observers and later reviewed the outcome and funding plan with the Cultural Arts Manager.

### **Fiscal Analysis**

No additional city funding is being requested at this time.

### **Next Steps**

Upon approval by the Arts Commission, Cultural Arts staff will notify the applicants of the outcome and will then prepare an agreement for each grantee.

### **Public Notification**

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### **Exhibits**

1. 2020 Community Arts Grants Funding Plan

## City of Carlsbad Community Arts Grants Funding Plan 2020



For the 2020 Community Arts Grants application review process, the Cultural Arts office invited five panelists to review and score applications in three categories. The panelists included representatives from various arts organizations and community members over a span of two days, November 13 and November 15, 2019. The sessions were facilitated by Cultural Arts office staff who provided resource and assistance as needed. The grant applications were comprised of three categories: Educational Institutions, Arts Projects, and Capacity Building. Each category on the rubric had a maximum point value of 10, with a total maximum of 30 points per application. The rubric included the criteria of quality of programs, community impact and management capability.

### Community Arts Grants Funding Results:

- Total Available Funding: **\$88,000**
- Total Applications: **27**
- Total Funded Projects: **23**
- Total 2020 Eligible Requests: **\$114,303**
- Total 2020 Funding: **\$88,000**
  - No funding reserved for Special Opportunities which will resume in 20/21 cycle
- CAG 2020 Funding Period: Jan. 1 – June 30, 2020

### EDUCATIONAL INSTITUTIONS & AFFILIATED GROUPS

- Funding limit of \$2,500 per application
- No limit to number of applications submitted by each school site; consideration given to multiple applications in one art form per school site if applicable
- Total Educational Institutions Applications: **8**
- Total Educational Institutions Eligible Requests: **\$18,500**
- Total Educational Institutions Awards: **\$16,000**

#### Aviara Oaks Middle School Band Boosters

**AWARD: \$2,500**

Support for a percussion coach for additional instruction hours for over 250 student musicians who play 12 different musical instruments. *CAG 2019 Status: Project completed.*

#### Carlsbad High School Bands

**AWARD: \$2,500**

Support for additional auxiliary teaching artists/musical coaches for 118 student musicians and performers who play various musical instruments and perform in color guard. *CAG 2019 Status: Project completion date 12/1/19.*

#### Carlsbad High School Dance Team Boosters

**AWARD: \$2,000**

Support for the Spring Dance Showcase in April 2020 providing 120 Carlsbad High School dance students an opportunity to choreograph, rehearse and perform unique dances based on various dance disciplines. *New Applicant.*

#### Carlsbad High School Theatre Arts Department

**AWARD: \$2,500**

Support for "Amelie" musical production in April & May 2020 for 60 participants for an audience of over 700. *CAG 2019 Status: Project completed.*

**La Costa Meadows Elementary****AWARD: \$1,250**

Support for mixed media wall relief project to be completed by 150 students for display at the school of over 800 students. *CAG 2019 Status: Project completed.*

**Sage Creek High School Dance Department****AWARD: \$1,250**

Support for program being developed collaboratively between SDDT and SCHS faculty to encourage the inclusion of the arts in the school's STEM-focused curriculum. *CAG 2019 Status: Project completed.*

**Sage Creek High School Drama Department****AWARD: \$2,500**

Support for professional artists to assist in four evening and matinee shows of "Matilda: The Musical" theatre production with two "sensory friendly" school day performances for elementary and junior high schools and students with special needs in CUSD. *CAG 2019 Status: Project completed.*

**Sage Creek High School Visual Department****AWARD: \$1,500**

Support for a seven-day plein air painting workshop in and out of the classroom taught by a guest teaching artist culminating in a display at the Festival of the Arts, a community event celebrating the arts in Carlsbad. *CAG 2019 Status: Project completed.*

**ARTS ORGANIZATIONS**

- Two categories for applying Arts Organizations:
  - Arts Projects – funding limit of \$7,500
  - Capacity Building – funding limit of \$5,000
- Arts Organizations may apply to Arts Projects and/or Capacity Building
- **Total Arts Organizations Applications: 18**
- **Total Arts Organizations Eligible Requests: \$95,803**
- **Total Arts Organizations Awards: \$72,000**

**ARTS PROJECTS****Carlsbad Music Festival****AWARD: \$5,000**

Support for a one day Eclectic Lawn Series concert event of 4 performances on April 19<sup>th</sup>, 2020 with four performances. *CAG 2019 Status: Project completed.*

**Charity Wings, Inc.****AWARD: \$2,000**

Support for Gisele B STUDIOS to hold weekly workshops for 4-6 non-profit organizations over 26 weeks. *New Applicant.*

**Intrepid Shakespeare Company****AWARD: \$7,500**

Support for Shakespeare performances for CUSD middle and high schools. *CAG 2019 Status: Project completed.*

**Mainly Mozart****AWARD: \$5,330**

Support for production three classical chamber music performances at St. Elizabeth Seton Church in Carlsbad in Spring 2020. *CAG 2018 Status: Project completed.*

**NAMM Foundation (Museum of Making Music)****AWARD: \$7,500**

Support for five performances of a concert series in 2020 at the Museum of Making Music. *CAG 2019 Status: Project completed.*



**New Village Arts****AWARD: \$7,500**

Support for production of three theatre productions: MURDER FOR TWO, THE ROOMMATE and INTO THE WOODS.  
*CAG 2019 Status: Project completed.*

**Patrons of the Arts (Carlsbad Community Theatre)****AWARD: \$7,500**

Support for production of "Seussical The Musical" in the summer of 2020 at the Carlsbad Cultural Arts Center/Carlsbad High School. *CAG 2019 Status: Project completed.*

**Playwrights Project****AWARD: \$1,300**

Support for a 12-hour Write On! afterschool playwriting program with 6<sup>th</sup>- 8<sup>th</sup> grade students at St. Patrick Catholic School. *CAG 2019 Status: Project completed.*

**San Diego Dance Theater****AWARD: \$3,920**

Support for one-hour Aging Creatively dance classes for seniors twice a week for over 40 weeks.  
*CAG 2019 Status: Project end date 12/1/19.*

**San Diego North Coast Singers (Sorelle)****AWARD: \$2,200**

Support for a women's chamber chorus at The Schulman Auditorium on March 1, 2020. *New Applicant.*

**PGK Project****AWARD: \$7,500**

Support for two dance workshops plus performances on the New Village Arts stage in February and May 2020.  
*CAG 2019 Status: Project completed.*

**North Coast Rep. Theatre****AWARD: \$2,000**

Support for performances of Shakespeare plays at various CUSD elementary schools.  
*CAG 2018 Status: Project completed.*

**Young Audiences of San Diego (Arts for Learning SD)****AWARD: \$2,750**

Support for jazz history lessons, workshops, and prep material for two CUSD middle schools.  
*CAG 2019 Status: Project completed.*

**CAPACITY BUILDING****Carlsbad Music Festival****AWARD: \$5,000**

Support for a development manager to help secure a matching gift from the Sahm Family Foundation.  
*CAG 2019 Status: Project completed.*

**New Village Arts****AWARD: \$5,000**

Support for Defy Digital Marketing to create an action plan that will elevate the visibility of New Village Arts and allow NVA to be eligible for Google AdWords marketing services.  
*CAG 2019 Status: Project completed.*



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<b>Subject:</b>	Events and Programs Update

### Recommended Action

No action needed.

### Executive Summary

This report recaps recent events and provides a preview of upcoming programs.

### Discussion

#### **RECENT EVENTS**

#### ***Foreign Film Fridays***

- Friday, Nov. 1 – Total: 299  
Woman at War (Iceland, Action Drama, 2018) 164 and 135
- Friday, Nov. 15 -Total: 278  
Coming Home (China, Drama, PG-13, 2014) 133 and 145

#### ***Front Row Fridays***

The Corvelles - Friday, Nov. 8

Sponsored by the Carlsbad Library & Arts Foundation, The Schulman Auditorium at the Dove Library experienced a time warp when San-Diego based The Corvelles flashbaced to the heyday of Motown in the 1960s. To an enthusiastic capacity crowd of 215 and a courtyard filled with over 90 fans ease dropping on the concert, The Corvelles presented a high-energy show band featuring three girls up front backed by five musicians with a full rhythm section and horns. Together, they provided a dynamic revue spotlighting songs from Martha Reeves and The Vandellas, The Supremes, Tina Turner and Aretha Franklin.

#### ***Community Arts Grants***

Grant review panels for the 2020 grant cycle were held on Wednesday, November 13 (arts education) and Friday, Nov. 15 (arts organizations and projects). Twenty-seven applications were considered and 23 were funded. The Arts Commission's Grant Subcommittee served as observers and later reviewed the outcome and funding plan with the Cultural Arts Manager.

#### ***Community Arts Grant Funded Project***

Funded by the Carlsbad Community Arts Grants, *Aging Out*, a documentary by Melissa Collins-Porter, was screened on Nov. 22 to a sold-out audience of 215 in the Schulman Auditorium. This film explored issues that confront young autistic adults through personal stories and to answer the growing question of how autistic adults can find a place for themselves in a society that may not be prepared for their needs.

***Public Art Coordinator***

The search process continued with the interviews of four finalists on November 20 and 21. This new Cultural Arts member will join the team in early 2020.

***UPCOMING EVENTS*****Front Row Fridays**

Missy Anderson

Friday, December 13 @ 7 p.m.

Missy Andersen and her accompanist/husband, Heine Andersen keep a heavy touring schedule, showcasing the couple's individual and combined talents. In the absence of other instruments, listeners will find a greater appreciation for Missy's gospel-tinged vocals and Heine's Blues & Americana-inspired guitar work.

**Fiscal Analysis**

No additional city funding is being requested at this time.

**Next Steps**

Arts Commissioners are invited to attend all events and programs.

**Public Notification**

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**Exhibits**

None